

APPAREL merchandising

SECTION TWO

OCTOBER 1982

/ C5150-7

2/1/83

**FAMILY
APPAREL
BROADENS
THE GAP**

**GALLUP POLLS
MEN ON
SPORTSWEAR**

**LAYAWAY:
LOW-INCOME
CREDIT**

**CALIFORNIA'S
HARRIS & FRANK
RETOOLS IMAGE**

APPAREL *merchandising*

12 The Gap's newest division, Super Gap, is positioned to broaden the specialist's target audience to include baby boom men and women as well as kids and teens.

15 Men's cotton sweaters haven't become the year-round sellers retailers hoped for. Moderate customers have shied away from high prices, and care remains a problem.

16 Male shoppers are frustrated by high prices, lack of selection and limited size range, plus poor quality of sportswear, a Gallup Poll finds.

19 Rugged wear—L. L. Bean-type outdoorsmen's clothes—is riding the crest of the active/adventure craze, while presenting men with practical fashion garments.

COVER PHOTO OF THE SUPER GAP BY RICK BARICK



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DEPARTMENTS

23 Controversy is brewing in the young men's market over a new corduroy fabrication. Some buyers claim it will boost tepid corduroy sales, others are not so sure. Nonetheless, retailers will stock it.

27 Leather, this year's status symbol, is selling at department stores, but it's the better, novelty apparel that is moving out. Discounters can't afford to stock leather apparel, but some do carry outerwear.

31 Harris & Frank, the 126-year-old men's wear specialist, is retrenching from a promotional posture to a better-best California-based chain.

34 In Middle America, layaway plans at chains like Sears, K mart and Mervyn's are a must to supplement shoppers' credit cards and to catch sales that might otherwise be missed.

37 Mervyn's Pat Belardi has helped to reposition Mervyn's intimate apparel area up against those of trendier department stores by closing the lead-time gap of fashion merchandise.

Consumer Watch

men's sportswear

Men shopping for sportswear—dress shirts, slacks and sports jackets—are as frustrated as female consumers by high prices and poor quality.

In a survey conducted by the Gallup Organization for *APPAREL merchandising* on men's sportswear buying habits, male shoppers noted high prices (given the nod by 26.5%), lack of selection and sizes (52.7%) plus poor quality of garments as major problems encountered when buying sportswear.

The largest group of men (27.4% of those queried) preferred to shop at department stores for sportswear, with almost as many going to the national catalog chains (Sears, Penney and Ward, 22.7%) and men's specialty stores (19.6%). Yet many of these stores were sources of frustration for male shoppers.

Department stores and Sears, men thought, offered more selection of merchandise than the other types of stores. But almost a third of the men who shopped Sears thought the prices were too high, compared with J. C. Penney, which they believed had less selection but better prices. Less than one-quarter of the men surveyed thought Penney too high-priced.

Almost half of the men felt that finding their correct size would be most difficult at a specialty store; least difficult at Sears. However, more than a third allowed size would be a problem at department stores, which they also believed to carry a wider selection than other types of stores.

Both department and specialty stores stacked up well with men for service and quality of garments compared with the other outlets. Men were more likely to look for features such as service and convenience than women in choosing a store, but their main reason for shopping the retailer they did was selection, cited by 25.1% of the men surveyed.

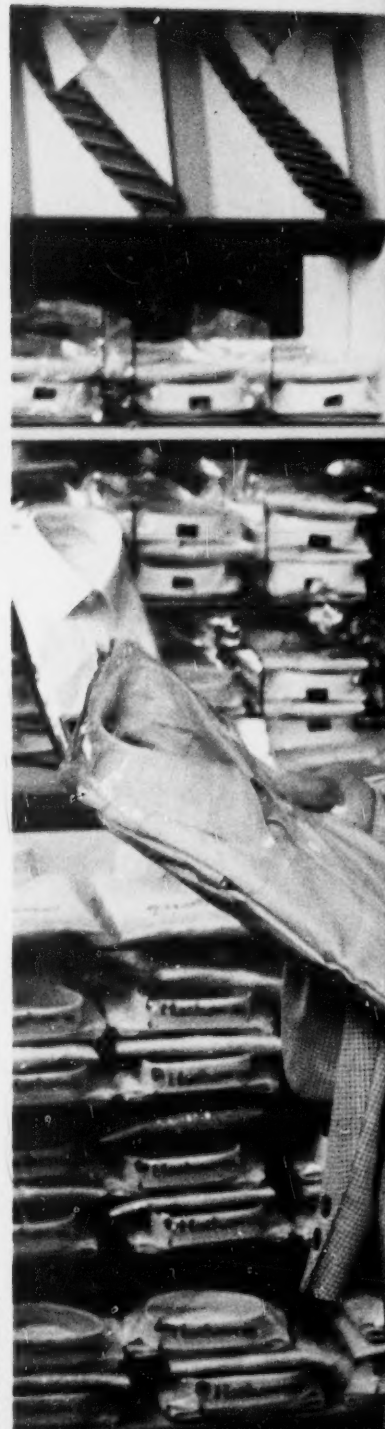
Although 16.7% of the men said they picked a store because of its prices—and more than a quarter maintained stores, in general, were too high-priced—they also tended to shop higher-priced outlets such as department and specialty stores. Only one out of 10 would go to a discount store, an off-price outlet, or buy from a catalog to get bargains or save money.

Men are becoming savvier shoppers, however. More than one-quarter were planning to shop in a different type of store for their next sportswear purchase. Almost one-half had picked up their last sportswear item on sale, and four out of five said they would be shopping sales more often than in the past.

Young men expect to pay more: In the three men's wear items tracked by *Am* Gallup, 18- to 24-year-old men expected to pay slightly more for slacks and dress shirts than older men, but much less for a sports jacket, perhaps because many of them don't wear one every day. Being realistic, men expected on average to pay more than \$90 for a sports coat. Less than half of the 18-24 group expected to pay more than \$55, while 60.1% of the 25- to 34-year-olds and 56.4% of the 35-44 age group would pay more. Almost as many men with annual incomes under \$10,000 as with incomes over \$25,000 believed that \$90+ was an accurate price for a sports jacket, revealing that the search for quality transcends income levels. Men who were employed part-time rather than full-time, 24.3% part-timers to 21.9% full-timers, picked this price range, too.

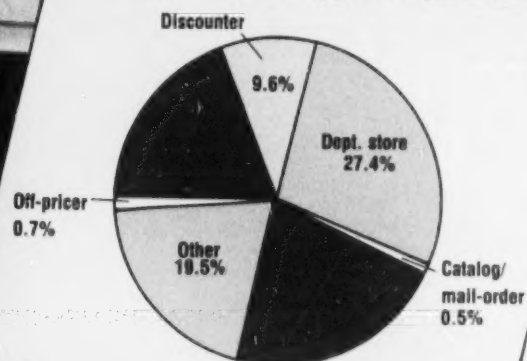
With dress shirts, the majority of 18- to 24-year-old men felt that \$20-\$29 would be the price they'd pay. Older men opted for lower prices, more in the \$15-\$24 range. For slacks, young men were willing to pay \$25-\$34, as would 25- to 34-year olds. The 35-44 age group, however, expected to pay only \$20-\$29, perhaps going for a slightly higher synthetic content.

Men in the Southwest, the Rocky Mountain region and along the Pacific claim they'd pay higher prices for all three of the items tracked. Men in these areas are freer with their clothing dollars than Midwest or East Coast shoppers, who are feeling the economic pinch more strongly.



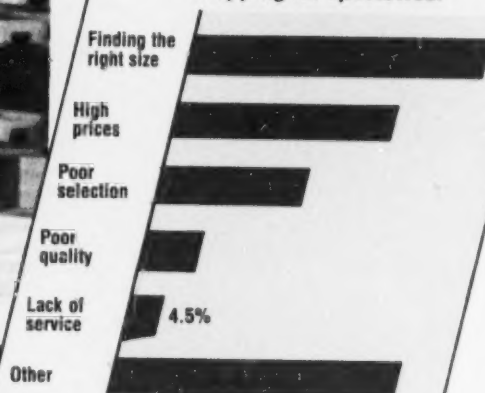
PHOTOGRAPH BY EDWARD HARDIN MACYS HERALD SQUARE

Where men last shopped for sportswear



Source: The Gallup Organization for APPAREL merchandising

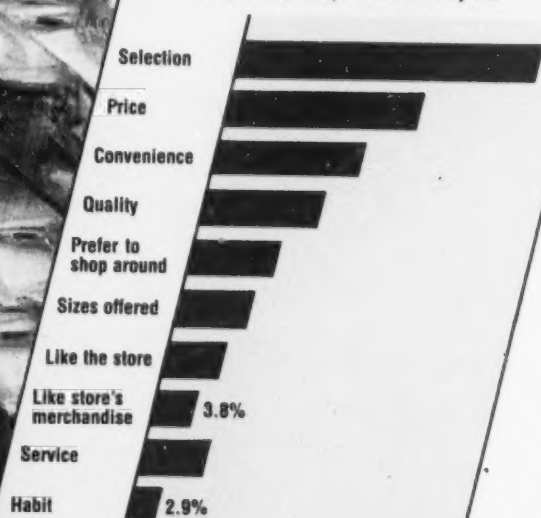
Men's biggest frustrations in shopping for sportswear



Total equals more than 100% due to multiple responses

Source: The Gallup Organization for APPAREL merchandising

Why men shop where they do



Source: The Gallup Organization for APPAREL merchandising

NOTE

ONLY THE FOLLOWING PAGES OF THIS
PUBLICATION HAVE BEEN FILMED

Cover 1, p.3, 48f, 48h, 55,
58, 60, 98, 100.
